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U.S.A.

Corporate Communications /
Investor Relations



Date November 6, 2002
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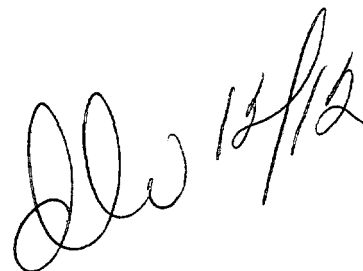
Dear Sirs,

Please find enclosed today's press release 'Appointments VNU World Directories'.

With kind regards,
VNU bv


Rob de Meel
Director

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FINANCIAL



Press release

Date

November 6, 2002

APPOINTMENTS VNU WORLD DIRECTORIES

Haarlem, The Netherlands - Mr. **Jan Vandenwyngaerden** has been appointed Managing Director of Promedia, effective February 1, 2003. He will succeed Mr. **Georges Seghers**, who, as from the same date, will become Vice President Sales & Marketing of VNU World Directories. Promedia is the leading publisher of telephone directories in Belgium.

Jan Vandenwyngaerden is currently CEO of Sanoma Magazines Belgium, the largest publisher of magazines in Belgium. Formerly, this company was known as Mediaxis and owned by VNU. Jan Vandenwyngaerden was appointed in that position in 1996, after many years in various sales and marketing functions within Unilever.

Georges Seghers has been Managing Director of Promedia since 1997, after a long and successful career in sales and marketing within the company. It was under his leadership that Promedia entered into a highly successful cooperation with Belgacom. In his new role he will be responsible for sales and marketing at group level, the minority shareholdings of VNU World Directories and the Business Development activities of the group.

VNU

VNU is one of the world's leading media and information companies. Its core activities are marketing information, media measurement & information, business information and directories. VNU is active in more than 100 countries, spread across all continents. The company employs approximately 38,000 people and has annual revenues of over EUR 4.3 billion.

Further information:

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